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Athletics Committee, July 19, 2012

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**Minutes
Coastal Carolina University
Board of Trustees**

**Athletics Committee Meeting
E. Craig Wall Sr. College of Business Administration, Wall Board Room
July 19, 2012**

**Members of the
Committee Present:** Dr. Larry L. Biddle, Mr. R. Duke Brown, Mr. J. Wayne George
and Mr. Eugene C. Spivey

**Committee Members
Not Present:** Mr. William S. Biggs

**Other Trustees
Present:** Mr. Gary W. Brown, Mr. Samuel J. Frink, Mr. D. Wyatt
Henderson, Mr. Carlos C. Johnson, Mr. William L. Lyles Jr.,
Dr. Oran P. Smith, Mr. Robert G. Templeton and Mr. William E.
Turner III

Others Present: Ms. Lori Church, Dr. Debbie C. Connor, Dr. David A. DeCenzo,
Mr. Timothy Meacham, Ms. Anne. T. Monk, Mr. Mark Payne, Ms.
Jean Ann Brakefield, Ms. Jennifer Packard and Ms. Chyrel Stalvey

(In accordance with the requirements of the South Carolina Freedom of Information Act, the news media were notified of the time, location, and agenda for the meeting. Ms. Heather Gale of the Horry Independent and Mr. Steve Jones of the Sun News were in attendance.)

Chairman Gene Spivey brought the meeting to order at 1:20 p.m.

Mr. Wayne George moved to approve the Athletic Committee minutes of May 3, 2012, and Dr. Larry Biddle seconded. The motion passed.

Mr. Gene Spivey moved to go into Executive Sessions to discuss legal and contractual matters. Mr. Wayne George seconded. Afterwards, it was noted that no action was taken.

Mr. Mark Payne reported revenue to date is looking good. We have sold 1,500 football seats, a 200 seat increase from last year. Football and basketball suites are all sold out. There have been 590 men's basketball tickets sold to-date--a 50.77% revenue.

Football supporters, students and the administration were surveyed for suggestions to improve the experience of football gameday. These suggestions were titled the 54-in-54 initiatives. Actually 65 improvements were selected and 41 have been completed to date. So far this year, 23,000+ fan have been personally contacted by athletics and the athletic ticket office. The new ticketing system is a great asset and has the capability of counting points as students and patrons attend events.

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Some initiatives have included increasing the students' tailgate area to both sides of Chanticleer Drive West. A 9x12' inflatable television will be used on gameday with ESPN broadcasting. The fight song will be more visible and will be viewed on the new football video board and printed on about 20,000 cups. The bookstore will have expanded hours and shuttles will run there on gameday. A t-shirt cannon and a new sound system for the video board have been purchased. The football team's entrance will have a new design. Chauncey's Kids Club has been started with special event days and perks to get children involved. A 40'x40' spider tent will be purchased for home pregame receptions for alumni. The WOW Zone will begin 30 minutes before and after the games.

Mr. Mark Roach reported that the Chanticleer Athletic Foundation Gala will be held on August 9th in the new Student Recreation/Convocation Center. The gala will begin with valet parking and a teal carpet runway. It is anticipated that we will have 500 people attending, and there are some great auction items.

As there was no further business, Mr. Robert Templeton moved to adjourn and Dr. Biddle seconded.

Respectfully submitted,

Chyrel Stalvey for
Larry. L. Biddle
Secretary/Treasurer